

AMERICAN NURSERYMAN

The National Journal Of Commercial Horticulture



Circulating Throughout the United States, Canada and Abroad, Featuring Commercial Horticulture in all its Phases of Nursery Stock, Orchard, Landscape Planting, Distribution. Published Semi-Monthly by American Fruits Publishing Company, Inc.



Vol. XXVII

ROCHESTER, N. Y., FEBRUARY 15, 1918

No. 4

Classified Business Announcements In this Issue

American Nut Journal.....	Nut Culture	48	Hubbard Co., T. S.....	Grape Vine Specialists.....	56
American Association	Annual Convention	58	Hagenfritz, Sons Co., I. E.....	General Nursery Stock.....	57
Audubon Nurseries	Ornamental Nursery Stock.....	55	Levavasseur & Sons.....	French Nursery Stock.....	56
Bailey's Cyclopaedia	Standard Work	51	Landscape Architecture.....	By Samuel Parsons	55
Bernardin, E. P.....	General Nursery Stock.....	51	Lindley Nursery Co., J. Van.....	N. C. Peach Seed.....	51
Berckmans Co., P. J.....	Ornamental Nursery Stock.....	55	New Haven Nurseries.....	Surplus Stock	48
Chase Company, Benjamin.....	Nursery Labels	55	Mount Arbor Nurseries.....	Apple Seedlings	48
Cole, W. B.....	Ornamental Nursery Stock.....	55	Nursery Trade Directory	Reference Book	57
Conard & Jones Company.....	How to Grow Roses	55	Nat. Florists' Board of Trade.....	Collection Accounts	57
Cooper & Rogers	Mahaleb Stocks	55	Norman, T. R.....	Clematis and Shrubs	55
Felix & Dykhuis	Holland Nursery Stock.....	55	Onarga Nursery Company.....	Lining Out Stock.....	55
Hathaway, Wick	Small Fruit Plants.....	51	Portland Wholesale Nur. Co.....	General Nursery Stock.....	51
Henry, D. H.....	General Nursery Stock.....	51	Simpson & Sons, H. M.....	Cherry Trees	51
Hobbs & Sons, C. M.....	General Nursery Stock.....	48	Skinner & Company	General Nursery Stock.....	51
Hood & Company, W. T.....	General Nursery Stock.....	57	Smith Company, W. & T.....	General Nursery Stock.....	48
Horticultural Advertiser.....	British Trade Periodicals.....	57	Wild Bros. Nursery Co.....	Peonies, Mallow Marvels.....	55
Howard Rose Co.....	Own Root Field Grown Roses.....	55	MONTHLY GUIDE	Classified Advertisements	57

NUMBER OF EDITIONS HAS BEEN DOUBLED

American Nurseryman Issued Twice a Month
TWENTY-FOUR TIMES A YEAR

No increase in subscription rate, \$1.50 per year.
Canada and abroad : 50 cents extra.

"You are issuing a splendid Journal, covering the news of the trade from coast to coast." Former President E. S. Welch, American Association of Nurserymen.

Edited by Ralph T. Olcott, founder of American Nursery Trade Journalism. "The dean of Nursery Trade Journalists, who, since June, 1898—a quarter of a century—has boosted all the time for the interests of all the nurserymen."—Former President John Watson, American Association of Nurserymen.

ONE CAN only act in the light of present knowledge.

Until you know of the existence of such a Nursery Trade Journal as the AMERICAN NURSERYMAN you must act with such knowledge as you have.

It is for this reason that we are glad to acquaint you with this publication. It speaks for itself; but if you would have corroborative proof, ask any prominent Nurseryman.

Calls for back numbers come in almost every mail. Many cannot be supplied, as editions have been exhausted. The only safe way is to see that your subscription is paid for in advance.

THE SEMI-MONTHLY AMERICAN NURSERYMAN

24 ISSUES PER YEAR

Advertisements may be run:

In the first of the month issue each month; or
In the fifteenth of month issue each month; or
In both first and fifteenth issues of each month.

Advertising rates the same for each issue:

One inch, 1x2½	\$ 1.40	Quarter page, 6x3½	\$10.00
One column, 12x2½	14.00	Half page, 6x7½	20.00
Eighth page, 3x3½	6.00	Full page, 12x7½	40.00

Term Discounts: 6 mos., 10%; 12 mos., 25%

Above rates and discount are for advertising placed directly with the publisher.

The flat rate of \$1.40 per column inch is charged for any space contracted through an agency.

Forms close:

On the 27th for the first of the month issue.
On the 12th for the fifteenth of month issue.

"A paper which gives the best value for the money to the reader will give the best value to the advertiser as well. I don't think there is any argument about the soundness of this view."—H. Dumont, Chicago, Ill., in Printer's Ink.

Preferred positions in Cover and other space are available at 25 per cent. over card rates.

American Fruits Publishing Company, Inc.

121-123-125 Ellwanger & Barry Building

Rochester, N. Y., U. S. A.

A Complete Variety List

—OF—

**ORNAMENTALS, FRUITS, EVERGREENS
ROSES
CLEMATIS and HERBACEOUS PLANTS**

FOR

**NURSERYMEN ORCHARDISTS
DEALERS GARDENERS
LANDSCAPE ARCHITECTS**

Lowest Prices Consistent With Quality

**Our office and nurseries are situated on
the Rochester and Eastern R. R. only
one and one-half hours from Rochester.**

W. & T. SMITH COMPANY

THE GENEVA NURSERY

1000 Acres GENEVA, N. Y. 70 Years

We are subscribers to the Nurserymen's
Market Development Fund.

Apple Seedlings

A surplus in all grades. Grown on new land. Strong,
healthy stocks that will please

Apple Grafts

Made to order, Satisfaction guaranteed. If short of
labor, let us make your grafts for you

**A complete line of nursery
stock for the wholesale trade
Elm, American White, in car
lots**

Always pleased to quote prices

Ask for Winter Trade List

Mount Arbor Nurseries

E. S. WELCH, Pres.

SHENANDOAH,

IOWA

We are subscribers to the Nurserymen's
Market Development Fund.

FOR SPRING OF 1918

WE WILL HAVE OUR USUAL LINE OF

Ornamentals, Shade Trees,

Perennials,

Apple, Plum, Cherry,

Peach, Etc.

C. M. HOBBS & SONS

Marion Co.

Bridgeport, Ind.

We are subscribers to the Nurserymen's
Market Development Fund.

NEW HAVEN NURSERIES

New Haven, Missouri.

SURPLUS

**PEACH in full assortment. KIEFFER and
GARBER PEAR. Two Year CHERRY, Early
Richmond and Montmorency. Two Year
APPLE, full assortment.**

All in Storage. High Quality. Prime Condition.

Write for Special Quotations.

Nurserymen Should Know

**That one of the fastest growing industries
in the country is**

NUT CULTURE

**Demand for information as to Nursery-grown Nut Trees is
insistent on all sides. Full information by specialists appears
regularly in**

AMERICAN NUT JOURNAL

Leading National Publication of the kind

Subscription \$1.25 Per Year

Advertising Rate \$2.10 per inch

AMERICAN FRUITS PUBLISHING CO., Inc.

39 State St., ROCHESTER, N. Y.

American Nurseryman

The National Journal Of Commercial Horticulture

Entered September 1, 1916, at Rochester, N. Y. Post Office as second-class mail matter

Vol. XXVII

ROCHESTER, N. Y., FEBRUARY 15, 1918

No. 4

Comment On Current Topics

Somewhere a voice is calling. And it seems to come from the Middle West and to hark back nearly seven years. Yes; we have located it—the voice of William P. Stark, thirty-fifth president of the American Association of Nurserymen, delivering his annual address at the St. Louis convention in June, 1911. With ear close to the foot prints of time, this is what we hear—what all heard who were at that convention and what all nurserymen were privileged to read immediately afterward:

The industry of growing nursery stock is one of the oldest of our American industries; likewise it is an honored one, in which to be engaged no man need blush. And it is an industry which has added untold wealth and beauty to our country and brought happiness to thousands. Yet there exist possibilities of development, of which you are all aware, but which have been allowed to go untouched and unworked.

If the customer lists of each firm or individual member of this association were brought together, collated by states and these checked against the total number of buyers in each state, there would be revealed, I am sure, buyers of our products who have made their purchases not because we have educated them to the necessity or the value of our wares, but because the individual had educated himself. It must be apparent, even to those of us who have given but little thought to this big subject that the maximum development in our industry must come from a united publicity effort—from a campaign of education; we, as an organization, must teach our country's population that our products are good products, that they bring not only wealth but beauty and happiness as well. Have not all of you had dealings with the type of man who had not planted the products of the nurserymen simply because he did not know or have the imagination to see what they would do for him in a few years' time?

Publicity of the kind about which I have just spoken cannot be thought of without linking with it the idea of united effort. I doubt that there is a single member of the association who will question the necessity or the wisdom of conducting a vigorous campaign of publicity; but such a campaign will be a failure unless we pull together—unless each member is willing to do his full share both of work and of subscribing his portion of the money necessary to carry it on.

There are many kinds of advertising. There is but one kind for the nurseryman, as an association, to consider—associated advertising which will educate. Once we have educated home owners and land holders to the necessity

of planting trees and vines and shrubs, they will become ready buyers—orders will take care of themselves. We must preach and teach the gospel of nature, showing how closely he works with her, how by his skill and his untiring efforts he is producing that which will help nature shine at her best, both in beauty and productivity of fruit wealth. But, again I repeat, such a campaign is one calling for associated effort.

Sooner or later the march of progress will force the nurserymen's present day feeling of antipathy to get out of the rut of science into an appreciation of the necessity and the economic wisdom of conducting a vigorous campaign of educational advertising.

Why should we not accept the inevitable today—now—at this meeting, by appointing a carefully chosen, capable, energetic committee to work out for us a practical, common-sense plan for taking advantage of the wonderful opportunities on which we are now peacefully sleeping? And when such a committee had made its investigations, submitted its report and a real campaign had been put under headway, I feel an absolute confidence as to the degree of new business life which would be injected into our industry. Remember, we are living in the 20th century; 20th century methods must be used by the nurserymen to meet 20th century conditions; 19th century methods will no longer suffice.

There is the Market Development proposition in a nut shell, all laid before the nurserymen in national convention, away back in 1911—laid before them for their action. And it has laid there since. There was no one to take it up and swing it into operation.

How clearly, then, is it shown that a leader is essential in all matters requiring united action. Indeed, there are three phases of such action. A well-defined need; agitation resulting in a plan and leadership for execution. The need has long existed in the case of systematic development of the nursery trade. The agitation, as we have shown, began at least seven years ago; and the plan was presented last year. Agitation and plan went hand in hand for months, awaiting leadership. And now in the first month of 1918 which should prove a momentous year for the Nursery Trade (if there is no faltering or retrogression) leaders have appeared; and the inevitable result of the combination of the three phases—results—is before us.

It needed all that went before the leadership to fit the trade for the reception of the call to action.

SOME WAR TIME ACTIVITIES

If thirty nursery concerns do a business of \$1,000,000 in the aggregate in a year, as shown by reports by members of the New England Nurserymen's Association at its annual meeting,—and in war time too—what, may we expect, would be the showing by the nurserymen of the entire country? That is a pretty good figure for the average, more than \$33,000. A large percentage of the New England nurserymen's business is in ornamental stock, a line which it might be expected would be adversely affected in war time, though a most remunerative line in normal times.

Whether these figures, or any others of similar nature, constitute a barometer of trade conditions is something for nurserymen to figure out, taking many things into consideration. New England nurserymen have a rich field for operations close at hand; they are well organized, harmonious and progressive to a degree. It may be that here is a lesson in these qualities for those in other sections not yet fully developed.

Reports from 400 or 500 members of the American Association in annual convention, in similar manner, would be highly interesting, but we presume such an aggregate will not be made. District associations have undertaken such information at times, but we do not remember publication thereof.

The amount of business contracted in a year is one thing, of course; and the amount of net profit therefrom is another. However, if thirty nurserymen have sold nursery stock in twelve months to the amount of \$1,000,000 and have not made money, whose fault is it?

As To European Sycamore

In a communication to the Cleveland Plain Dealer, Feb. 9th, Dan F. Bradley, Cleveland, O., a Congregational minister of national prominence, says:

"One of the minor horrors of this year of 'war, winter and wickedness' is the pretty general splitting, during the late lamentable frigid January, of the trunks of the sycamore trees (*Plantanus orientalis*) recently set out as shade trees in the Cleveland city parks and along the streets. Some of these rifts are an inch wide and reach up from the ground from four to five feet, and penetrate the entire radius of the tree. Will the Plain Dealer biologist tell us why these trees are affected, while the maple, elm, oak, and even the *Plantanus occidentalis*, or American sycamore trees, are unaffected even by 13 degrees below zero. Can it be that this is one of the trees that we owe to the autocracy which we are now antagonizing, and therefore is impossible of acclimatizing here? At any rate, if these trees are unsuitable for our climate, should the park department spend any more money upon them?"

David D. Winkworth, aged 72 years, proprietor of the Michigan Nursery Co, Monroe, Mich., died in St. Vincent's hospital, Toledo, O., last month. He leaves a widow and five children.

Co-operative Advertising for Nurserymen

By W. P. STARK, Before the Western Association of Nurserymen

Do nurserymen really want co-operative advertising? Yes, some of them. Is co-operative publicity possible for some nurserymen? Personally I believe that it is. What preliminary steps are necessary before we can organize and carry out a campaign of co-operative advertising? To me this is the big question, for I believe in advertising just as I believe in public schools. Whether advertising pays is not a debatable question.

How should we advertise? What mediums or publications should we use? How much money will it take? How should the campaign be managed? These are all questions that can be readily worked out. There are trained men who will be available when the time comes. It is not a new field. We will have the experience of others as a guide. The orange growers, lumber merchants, florists and others have already traveled along this road.

Are nurserymen ready for co-operative advertising? Is the nursery business so geared up and developed that nurserymen could cash in on co-operative advertising campaign if they had one? That is the first bridge that must be crossed. When nurserymen are ready the rest is a matter of work and detail, very important, but work which we know can be done.

For years there has been more or less talk of co-operative advertising and selling but nothing tangible has ever come of it. The difficulty has been in getting hold of the problem, in getting it in a concrete form. For the most part the talk has been of the final steps rather than that of the basic conditions which must exist within the individual business.

The hesitancy on the part of nurserymen has not been due to lack of funds. We have been waiting for a reasonable assurance that we will get back all that we spend with a fair profit added. The money will be provided in sufficient amounts that we are convinced in our own minds that we will be able to harvest from the sowing. There are some who doubt the value of advertising. I am not trying to answer or convince those men. They will have to be shown by those who do believe.

I am talking to those of you who do know the value of advertising and want to know if the nursery trade has advanced to that stage of development where co-operative advertising is possible.

One of the greatest difficulties of co-operative advertising is to do it in such a way that those paying the money will get enough direct benefit from it to make it profitable. When one individual nurseryman advertises, he helps all of the others and for the same reason he is helped by what others do. The more advertising there is in a publication the better returns of each individual, but the individual advertiser is able to advertise so that he gets the most benefit from his expenditure. Right here is the difficulty in co-operative advertising, they have trouble in controlling the results so the members will derive most of the benefit from the money they spend.

Now I want to go back just a minute to my first question. You will remember the question was whether nurserymen wanted co-operative advertising and whether it was possible. I said yes, but I qualified it with the words "some of them," for I believe there are only a part of the nurserymen who really want co-operative advertising and will

spend their money for it. There are men in every industry who would like to have the other fellow do the advertising. They want some one to run their corn sheller for them.

There is a very good example of this spirit in our Ozark Strawberry Shippers Association. It is an organization of some fifteen or more local associations. Each local association charges an additional 1% making a total of 3% commissions. This big association has its salesmen in all the principal markets, knows what the conditions are, and fixes the prices from day to day. It protects the small local associations from a combination of buyers and middle men. It insures a fair market price that is worth many times what it cost.

There are other small local associations which are not members of the big Central Ozark Association. They charge only 2% but they are able to sell at the same prices established by the Ozark Association. They get the benefit of the work done by the Ozark Association but they do not pay their 1%.

So we get back to the problem of how the members of the co-operative plan can get the benefit of the money they spend in advertising. We know that an individual business is able to do this and we know that certain other producers of the country have united and have done what the individual business does. How have these other people co-operated? The answer is they have banded together in such a way so that as far as the advertising is concerned they are one business. The form this co-operation takes depends upon the industry involved.

The members do not lose their individuality in the organization, but as far as their advertising efforts are concerned they act as one unit. They have certain rules to which each member must conform and provision is made to enforce those rules.

Advertising is selling in the highest form. It is possible only in a business or in an association that is well organized. It is not possible in any loose jointed hit or miss "society." It takes money to advertise—a lot of it! A single weak link in a chain is certain to give way and break an organization and cause loss and dissatisfaction.

The nursery industry as a whole is small compared to other industries and yet it covers a wide and variable territory. The nurserymen's product is complicated, he has many different varieties and kinds. What would be a satisfactory advertising campaign for one group of nurserymen would not do for another. For example, interests of the California nurserymen are not even close enough to bring them into the national association. As a general thing they grow different varieties and have an entirely different set of conditions to meet from the eastern nurserymen.

And that brings us back again to my first qualification that I believe co-operative advertising is possible only for some nurserymen. The industry is not big enough; it does not involve enough money to make possible a big national campaign that would be effective in selling all classes of products for all nurserymen in all parts of the country. I do not say that the time will not come, but I do not believe that it exists today so that we can discuss it with any profit.

It is true that the orange growers of Southern California have successfully carried out a big campaign of national advertising. They have spent more money than the

nurserymen could ever get together, but assuming that the nurserymen had as much money as the orange growers they could not succeed equally as well because the orange growers have but two kinds of fruit to sell—oranges and lemons, and the people in San Francisco want the same kind of oranges as those in New York City. At the present time it seems that only those nurserymen whose interests are identical could get together by concentrating on the particular classes of trade in which they are interested.

To do this they will have to conform to a certain standard which will make it possible for them to go before the general public as a unit and carry out their advertising campaign as one organization.

Just how far will the members of this organization have to go to meet these requirements? What rules must be established? How shall they be enforced? The answer to these questions all depend to some extent upon how many members there are and how varied their interests are. If there are only a few men it would not be difficult to get together, but the more members there are, the more distinct the rules will have to be and the more clearly defined must be the authority of some one to enforce those rules.

(To be continued)

The Weeks Import Bill

A bill to prohibit the importation of nursery stock into the United States in order to prevent the introduction of insect pests and plant diseases.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, that it shall be unlawful for any person to import or offer for entry into the United States any nursery stock; provided, however, that the Secretary of Agriculture may import, grow, and propagate such nursery stock for experimental and scientific purposes which, after holding in quarantine a length of time sufficient to establish its freedom from insect pests and plant diseases, he may distribute upon such conditions and under such regulations as he may devise.

Sec. 2. That the Secretary of Agriculture shall provide for the inspection, fumigation, detention, and propagation of all plant materials imported by him and shall devise such rules and regulations as may be necessary for carrying out the purposes of this Act.

Sec. 3. That any person who shall import or offer for entry into the United States any nursery stock or shall violate any of the provisions of this Act shall be deemed guilty of a misdemeanor and shall upon conviction thereof be punished by a fine not exceeding \$1000 or by imprisonment not exceeding one year or by both such fine and imprisonment in the discretion of the court.

Sec. 4. That for the purpose of this Act the term "nursery stock" shall include all field-grown florists' stock, trees, shrubs, vines, cuttings, grafts, scions, buds, fruit pits and other seeds of fruit and ornamental trees or shrubs, and other plants and plant products for propagation, except field, vegetable, and flower seeds, bedding plants, and other herbaceous plants, bulbs and roots.

Sec. 5. That the word "person" as used in this Act shall be construed to import both the plural and the singular, as the case demands, and shall include corporations, companies, societies, and associations. When construing and enforcing the provisions of this Act, the act, omission, or failure of any officer, agent, or other person acting for or employed by any corporation, company, society, or association, within the scope of his employment or office, shall in every case be also deemed to be the act, omission, or failure of such corporation, company, society or association, as well as that of the person.

Sec. 6. That this Act shall become and be effective from and after the first day of July, nineteen hundred and eighteen.

J. H. Skinner & Co.,

TOPEKA, KANSAS

APPLE SEEDLINGS

MAHALEB SEEDLINGS

FOREST TREE SEEDLINGS

—Catalpa, Elm, Maple,
Mulberry, Black Locust &
Honey Locust.

FRUIT TREES — Apple,
Cherry, and Kieffer Pear.

RHUBARB—Divided Roots,
True Myatt's Linneaus.

GRAPES

SHADE TREES

FLOWERING SHRUBS

PAEONIAS

Peach Trees Wanted

FOR IMMEDIATE SHIPMENT

If you have any of the following, please
send us list, with prices.

Arp Beauty
Alexander
Carman

Hiley
Belle
Elberta

State whether or not your trees are in stor-
age, and if they can be shipped immediately

J. VAN LINDLEY NURSERY CO.
POMONA, N. C.

Cherry Trees

We offer for sale our usual supply of first-
class one year, two and three year

CHERRIES

Can furnish some extra heavy trees for
landscape work Both Mahaleb and Mazzard
roots.

Send us a list of your wants

H. M. SIMPSON & SONS
Vincennes, Indiana

Portland Wholesale Nursery Co.

122 1-2 Grand Ave.

PORTLAND, OREGON

General Nursery Stock & Nursery Supplies

Apple, one year, large assortment.
Pear, one and two year, mostly Bartlett.
Cherry, one and two year, general assortment.
Prune, one year, mostly Italian and French.
Gooseberry, one and two year, Oregon Champion.
Shade Trees in assortment.
Roses, field grown, large assortment.
Our Trade List is now ready; a postal card will
bring it

Bailey's New Standard Cyclopedia of Horticulture

On Easy Terms. Prospectus Free
American Fruit Pub. Co., Rochester, N. Y.

Send Your Want List

AND

BUY NOW!

- 1000 Butterfly Bush, field grown, 2-4 ft. \$8.50 per 100; \$75.00 per 1,000
98 Teas Wpg. Mulberry, 2 yr. heads, 4½ to 6 ft. stems... \$1 each in lots of 10
50 Teas Wpg. Mulberry, 1 year heads, 4½ to 6 ft. stems... 80c each
600 Hydrangea P. G., strong 4 foot tree form... \$20.00 per 100
225 Hydrangea P. G., strong, 3 to 3½ ft., tree form... \$15.00 per 100
600 Hydrangea, Hills of Snow, 2½ to 3½ ft... \$12.50 and \$15.00 per 100
2000 Hydrangea P. G. Bush, 2 to 3 ft... 7c for average per 100
2000 Spirea Van Houtte, average 3 ft., strong... \$8.00 per 100
325 Spirea Anthony Waterer, 15 to 20 inch... \$12.00 per 100
450 Weigelia, average 4 foot, of Eva Rathke (50), Rosea (200),
Candida (200) \$20.00 per 100
500 bushels Wick Hathaway Potatoes for Seed—the Best Yields. Eater
Keeper and Looker; price \$6.50 per 100 lbs.

Hathaway Berry Plants

Wick Hathaway — The Quality Booster — Offers

- Raspberry Transplants, while they last... \$3.50 per 100
Raspberry 1 yr. Tip and Cane plants, Black, Red, Purple, Yellow... \$15 per 1000
Blackberry and Dewberry, R.C. and Cane, 1 yr. plants... \$15 to \$20 per 1000
(which includes some transplants)

GRAPE 12,000 Concord, 175 McPike, 100 Niagara, 2 yr., No. 1 and 5000 Concord
and Moore's Early, 2 yr. No. 2, priced right.

Attractive Discount per 1,000 to induce orders for Berry Plants in LARGE
QUANTITY—April, 1918 shipment. Make me an offer for ALL of the Orna-
mental Stock quoted above. Send me your want list at once. I advise every
prospective buyer to place their order for berry plants at the first opportunity.

FOR QUALITY AND SERVICE—TRY HATHAWAY FIRST

Write

Wick Hathaway,

MADISON, OHIO



"A paper which gives the best value to the
reader will give the best value to the adver-
tiser as well. I don't think there is any
argument about the soundness of this view."
—H. Duncanson, Chicago, Ill., in Printer's Ink.

E. P. BERNARDIN

Parsons Wholesale Nurseries

Parsons, Kansas

ESTABLISHED 1870

Early Harvest & Kenoyer B. B. Fine room
grown plants in quantity.

Peach and Jap Plums. For those wanting
fine stock for retail trade.

Compass Cherry. Large supply of one year
trees.

Shade Trees. Fine assortment, all sizes.
Price right.

Fine Blooms. Ornamental Shrubs and Ever-
greens grown especially for Landscape
work.

D. H. HENRY, Seneca Nurseries
Geneva, N. Y.

APPLE, STD. & DWF. PEAR, PLUM, CHERRY
PEACH, QUINCE, APRICOTS, SMALL
FRUITS, ORNAMENTALS, ETC.

Write for quotations

AN ELOQUENT DEFIANCE

Every advertisement in this Trade
Publication is an eloquent defiance
to the enemies of a republic and the
principles of democracy. It is a stand-
ing declaration of the power and de-
termination of the business men of
this country that the progress and
prosperity of its people shall not be
defeated.

1917 EDITION

AMERICAN NURSERY TRADE
DIRECTORY

Completely Revised Many Changes

\$1.00 per copy, postpaid
Advertising: \$2.00 per inch

AMERICAN FRUITS PUBG COMPANY

No matter what periodicals you are
taking, AMERICAN NURSERYMAN
should be regularly on your desk..A
business aid. Bristling with exclu-
sive trade news. Absolutely independ-
ent. NOT OWNED BY NURSERY-
MEN.

AMERICAN NURSERYMAN



THE NATIONAL JOURNAL OF COMMERCIAL HORTICULTURE

Featuring the Nursery Trade and Planting News of American and foreign activities as they effect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

Absolutely independent.

Published Semi-Monthly By

AMERICAN FRUITS PUBLISHING CO., INC
30 State Street, Rochester N. Y.

Phones: - Main 1000; Main 2902
RALPH T. OLCOTT, Pres. and Treas.

Chief International Publication of the Kind

SUBSCRIPTION RATES

One year, in advance	-	-	\$1.50
To Foreign Countries, and Canada	-	-	2.00
Single Copies	-	-	.15

Advertisements should reach this office by the 15th or 27th of the month previous to the date of publication.

Drafts on New York, or postal orders, instead of checks, are requested.

ROCHESTER, N. Y., FEB. 15, 1918

Co-operation, not Competition

A BILLION DOLLAR INDUSTRY

THE horticultural interests of the United States comprise one of the basic industries of the country. The approximate commercial value of the product derived therefrom is fully \$1,000,000,000 annually, according to the estimate of the National Congress of Horticulture, the organization of which was brought about through the persistent efforts of the "American Nurseryman." The welfare of the whole people of the United States depends largely upon the fostering and developing of these interests.

Scientific, systematic, practical, effective and adequate endeavor to promote this industry starts in the nurseries of the country which represent an investment of \$25,000,000. The activities of orchardists and landscape planters are inseparably connected with those of nurserymen and are recorded in close association in this publication.

The "American Nurseryman" represents in the highest degree every worthy movement for the development of this great field and has earned its title of THE NATIONAL JOURNAL OF COMMERCIAL HORTICULTURE.

SOME WAR-TIME FACTS

"ALLOW me to express the appreciation of the Food Administration for the patriotic action of the nurserymen in using their influence to increase the amount of fruit produced during 1918. We consider the matter of sufficient importance to include it in our publicity matter going out to farm papers."—U. S. Food Administration, Public Information Division, per D. S. Burch.

Apples are a standard food product. Many persons think of apples as a tonic or relish used for dessert or as an appetizer. Apples rank in food value close to potatoes and higher than many vegetables. The best grade of ripe apples runs from 15 to 18% in food value, mainly sugar; thus in 12 cars of apples there would be something like two cars of sugar and other food constituents. If 1,500,000 bu. of apples going to waste annually in Iowa for instance, could be saved for food purposes, there would be conserved in this process some 12,000,000 lbs. of sugar and food constituents.

JUST WHAT IS PROPOSED

Let us keep clearly in mind just what is proposed in regard to the Nurserymen's Market Development Plan.

In the first place, the movement is not limited to the activity, the members or the control of any association. The national association of nurserymen has about four hundred members. There are five times that many nurserymen in the country, and all ought to be interested in a proposition so broad as is this. Besides there are many persons interested indirectly in the nursery business to whom it would be a marked benefit for the nursery industry to be greatly developed—the fertilizer people, the spray people, the agricultural press, the label people and others.

Therefore, the subscribers to the Market Development Fund will organize themselves into a sort of committee of the whole, making this appeal as workers in the industry generally, not as members of any association. The plan of co-operation is so broad that it includes all members of all nursery trade organizations, as well as any who are not members of any organization; and the allied interests too.

In the second place we must keep clearly in mind that this is a big proposition for the education of the public to the end that demand for all kinds of nursery stock in all parts of the country will be increased. We are impelled to make this observation by reason of the nature of the address by W. H. Stark at the recent annual meeting of the Western Association of Nurserymen. With the very best intention of arriving at a statement of actual conditions confronting the nursery trade, he is, nevertheless, arguing apparently without a clear understanding of the purpose of the Market Development Plan. According to his view, co-operative advertising by nurserymen is likely to be a success only in-so-far as it is done by a group or groups of nurserymen "whose interests are identical" and who could directly benefit by getting together to concentrate "on the particular classes of trade in which they are interested."

Now, if we understand the whole broad proposition, it is not that at all. If a group or groups of nurserymen especially interested in a certain class of trade wish to club together to advertise for that particular class of business—for direct results—on the Pacific coast, in New England, in New York state or in the Mississippi valley, that is one thing and of little or no interest outside of the territory in question. It is a plan having merits, of course; but it is not novel. If the nurserymen of the entire country wish to conduct a national campaign of education—for general results—to create a spontaneous demand upon all sides for all kinds of nursery stock, wherever produced and wherever planted,—that is another matter.

That is the plan proposed by former President Stark at the St. Louis convention in

We are subscribers to the fund for
MARKET DEVELOPMENT
A Co-operative National Campaign
To Create
New Business for Nurserymen
ASK US ABOUT IT

1911, and that is the plan which is now before the nursery trade, seven years later.

Let us keep the idea clearly before us. It is big and broad enough to encompass all other plans. It is the only plan worth considering. It is bigger than any existing association. It is nursery-trade-wide!

FLORISTS' CAMPAIGN STARTED

The first of a series of advertisements in popular publications under the national publicity plan of the Society of American Florists and Ornamental Horticulturists appeared in the Saturday Evening Post of February 9th, in the form of a full page appeal, the cost of which was several thousand dollars.

We are glad to see the start made. Nurserymen may benefit from the florists' campaign through study of methods and results; for we suppose the florists will be very ready to announce any marked measure of success actually or apparently due to this publicity.

The season chosen is propitious—just as a winter-worn, war-depressed nation is anticipating early signs of reawakening Nature. Opinion may differ as to the advisability of using so great a part of the costly space for illustration and emphasis upon St. Valentine's Day, and the marked subordination of those other, all-the-year-around occasions when the Society's slogan "Say it with Flowers" has an especial appeal. The answer will be, of course, that this is intended to be a seasonal appeal. The argument which may suggest itself is that such an appeal might perhaps be better made in space less costly, since the life of the special appeal is but five days—Feb. 9-14—while the subordinated suggestions for the sick room, for mother, for weddings, for birthdays and for social events afford striking means for arresting attention at the very outset of a national campaign of this character. In one-third or one-quarter of a page the seasonal, St. Valentine's Day suggestion can be brought out with great prominence under proper, effective display and concentrated illustration; leaving two-thirds or three-quarters of the page for matter artistically suggesting the use of flowers on any day of the year—thus educating the public at the outset not only for a special occasion but for the more general and wider application of the slogan, which, some will think, should be the main appeal in every advertisement approaching \$4,000 in cost. It is conceivable, of course, that a short, sharp campaign for a special day, five days in advance, in a nation-wide drive, may cause results to warrant it.

The nurserymen's proposition will be different. And by the way, is some one thinking of a slogan? Maybe we shall not want to use one; but if we do, it should be a striking one.

We learn from an advertisement in the columns of this journal that Cooper & Rogers, Winfield, Kan., are the most extensive growers of Mahaleb stocks in the United States. Doubtless many in the trade were already posted, but it is probable that many others will learn the fact through this announcement. Publicity is a potent force for bringing together those whose interests are mutually involved.

THE SOUTH'S OPPORTUNITY

There never was so great a combination of circumstances as at present in favor of development of lands and industries in the southern states. Good prices for cotton, a marked extension of diversified crop production, greatly increased demand for the products of land where rotation of crops may be practiced to large extent, and especially the fact that persons from all over the country have rushed to the South to spend winter months since travel abroad has been interrupted and are becoming acquainted at first hand with the tremendous possibilities in southern states both for agricultural and industrial development.

Southern nurserymen and planters should make the most of these circumstances. The concrete plans for advancement now before the national association of nurserymen should appeal with more than usual force to the nurserymen of the South, as a direct aid toward the development which not only awaits their active participation, but actually is proceeding.

That some of the nurserymen in the southern states are alive to the situation is shown by the action of the secretary of the Southern Nurserymen's Association, O. Joe Howard, who caused to be sent to every member of that association, who was not already in receipt of it, a copy of the February 1st issue of the *American Nurseryman*, which contained the first published announcement of the establishment of the Subscribers' Organization of Nurserymen For Market Development. The object of this action, of course, is to bring the matter to the attention of southern nurserymen quickly, to the end that they may easily be represented in the list of subscribers to the fund for the development of new business.

Every member of the Southern Association is now acquainted with the proposition, thanks to the prompt action by Secretary Howard.

In another column is the text of the Weeks bill in the Federal Congress, prohibiting importation of nursery stock for commercial purposes. The opinion of leading nurserymen regarding this measure was voiced in the *American Nurseryman* February 1st issue, as represented by Chairman William Pitkin of the legislative committee of the A. A. N., and by others there quoted.

Nurserymen who were at the Boston convention of the American Association in 1912 will remember the warning given at that time by Irving Rouse, Rochester, N. Y., that acquiescence then made by the Association in the Federal Horticultural Board plans would react against the nurserymen's interests in the near future. Little by little the government authorities have narrowed the import lines and increased restrictions through a series of quarantines. And now the sweeping blow which Mr. Rouse predicted has been aimed at the nursery trade.

We think nurserymen eventually will awake to the importance of these things, but we fear that a few more setbacks must first be experienced. Apparently the means for awakening have not yet been powerful enough.

Acting President Mayhew's address at the convention of the Western Association of Nurserymen was referred to in our report of the convention in the February 1st issue. The three questions raised were answered, we believe satisfactorily. The whole subject has been so thoroughly discussed in these columns that there seems

For a More Thorough Business Organization

Resolution and Proposed Constitutional Amendment To Be Acted Upon In Chicago By the American Association of Nurserymen

RESOLUTION

WHEREAS, There exists urgent need for a more thorough business organization to direct the affairs of the American Association of Nurserymen, be it

RESOLVED:

(1) That the Executive Committee be and hereby is directed to establish within some centrally located city which in their judgment will best meet the needs, a general office for handling the affairs of the Association. That the Executive Committee place in charge of said office the most capable man to be found, preferably one acquainted with the needs of the nurserymen, who shall be Secretary-Manager, at such salary per annum as the Committee may determine upon. If, in the mind of the Executive Committee, a contract with said Secretary-Manager for a period of not more than three years is desirable, the Committee is hereby authorized and empowered to make such character of contract.

(2) That the Executive Committee cause to be gathered through the organization provided herein, statistics of every possible character needed by the membership in the conduct of their business. That special effort be made to compile lists of surplus stock in hands of member growers prior to September 1st of each year, and as often thereafter as is deemed expedient. When this information is available it shall be prepared in convenient form and placed in the hands of each member of this Association, to the end that a system of co-operative dealing among members of this Association may be stimulated. We recommend as a slogan for this Association, "Buy It From a Member", and urge each member to print same conspicuously on their literature and letter-heads.

(3) That a Commission of five be appointed, two of whom shall be men engaged in the wholesale nursery trade and two of whom shall be men engaged in the retail nursery trade,

whose duty it shall be to develop such plans for the standardization of the nursery business in all its relations as they may find compatible. It shall especially endeavor to determine the cost of producing nursery products in all varieties and grades, the cost of marketing both wholesale and retail, and to do all things possible to bring about a more stable condition in the nursery business. When the report of this Commission has been approved by the Executive Committee, the Secretary shall place copy of same in the hands of each member of this Association.

(4) The intent of this resolution being to promote the general welfare of the members of this Association under the leadership of a thoroughly competent organization, the members of this Association are urged to co-operate to the fullest extent possible with all plans inaugurated by the Executive Committee to the end that the best interests of all may be served.

(5) That the Commission named in Article 3 of this resolution receive for their services, per diem and expenses, such compensation as in the mind of the Executive Committee may be deemed advisable.

(6) To provide for meeting the needs of the organization outlined herein, we recommend such amendments to the Constitution as may be necessary.

PROPOSED AMENDMENT

Article VII—The annual membership fee shall be \$10.00, and additional dues for active members of \$1.00 per \$1,000.00 on each year's annual business up to \$100,000.00, and 50c per \$1,000.00 on all annual business above \$100,000.00. The payment of annual membership fees and dues based upon the above schedule shall be made prior to date of annual meeting, and any member making fraudulent report of amount due the Association as above provided shall forfeit his membership and shall be ineligible for re-election.

to be nothing more to be said. The resolution and proposed amendment to the constitution are reproduced on another page.

Not all the interest in replanting devastated portions of France centers in the orchards which were destroyed. Paul Ferrier, in the Paris *Gaulois*, says:

Let us plant trees at Verdun,
Elm or maple, oak or pine,

It matters not, so each give sign
Of vengeance to the ruthless Hun.

Before the castle's portal proud,

Beside the cottage snug and trim

Set out the saplings lithe and slim

That field and park with trees may crowd.

The Hun will hear in Fatherland

What wrecks his fiendish ax and gun

Had wrought is vanished from Verdun,
Whose trees again in beauty stand.

We present in this issue the first part of W. H. Stark's address before the Western Association of Nurserymen at the last annual meeting. It is a good thing to discuss thoroughly and from all angles trade matters and especially one of such import as the Market Development plan. In this way we may all arrive at a complete understanding of what it is the purpose to do. May we hear from others who have views upon this or any trade subject?

The Southern Nurserymen's Association in Atlanta last August unanimously indorsed the proposed plan before the American Association for a central office and manager; and the Western Association of Nurserymen in Kansas City last month passed a resolution indorsing it. In each case the proposed amendment to the constitution relating to membership fees was indorsed.

The last convention of American Association duly changed the time of payment of annual dues from the indefinite time preceding the annual convention, as heretofore practised, to January 1st of each year, the balance of dues for the year 1918 being due and payable to the Secretary on January 1st, 1918. Members have now paid their dues from June 1917 to June 1918. They are now called upon to pay from June 1918 to December 31, 1918 on the basis of one-half their annual dues. To do this, members should determine the amount of their gross annual business for the past current year, ascertain the annual dues based on such business and remit one-half thereof to the secretary.

"When nurserymen are ready for a co-operative advertising campaign, the rest is a matter of work and detail, very important, but work which we know can be done."—W. H. Stark, Neosho, Mo.

Qualifications of a Desirable Nursery Salesman

By E. H. Smith before Western Association Nurserymen

Your program committee has assigned me a very important subject: "Qualifications of a Desirable Nursery Salesman." While I feel highly honored in having this subject assigned to me, I do not consider myself equal to the task of fully presenting the arguments which bear upon it.

Allow me to digress just long enough to point out the difference between a desirable salesman and a successful salesman. We are apt to confuse meaning of these two words for a man may be a successful salesman and still be undesirable; or a man may be a desirable salesman and be termed unsuccessful. The successful salesman may stoop to shady methods of securing business, by selling tree grapes, tree strawberries, or other fakes. However, the salesman we want to discuss is the one who is 100 per cent proficient, as we are all vitally interested in selecting this kind of a representative if possible. Our business is on a par with the most honorable business on earth if we choose to make it such. If this were not a fact, I know those who are here would not be present.

The old adage that "a salesman is born, not made" should either be changed or discarded, because there are mighty few men born with all the qualities necessary for a 100 per cent salesman. Speaking from a personal standpoint, we pick up raw material and manufacture our own salesmen; we do not want the finished article of a competitor. From experience, I know beyond the question of a doubt, that careful instruction on the part of the employer, and willingness on the part of the employee to learn will often take a man out of the class that is only 40% proficient and place him in the class that is from 80 to 100 per cent proficient.

I am going to name ten qualifications which I consider necessary in a salesman who is 100% proficient. I do not claim that a salesman can become 100% proficient in each of these ten points, however. The ten qualifications are as follows: SOBRIETY, HEALTH, HONESTY, CONFIDENCE, MANAGEMENT, NEATNESS, SYSTEM, OPTIMISM, INDUSTRY, and PERSEVERANCE. Permit me to define these qualifications in their order.

Sobriety. This is the foundation stone of desirable salesmanship. It is generally conceded that one drink of liquor intoxicates a man to a certain degree and if the practice is continued it weakens every one of the other points of qualification. It destroys health, inclines to misrepresentation, kills confidence, weakens management, produces an untidy appearance, does away with system, creates pessimism, encourages laziness, and tends to discouragement.

Health. A sound physical condition generates an abundance of energy which is essential to put force and vigor into an argument that will win business. It gives the salesman a clear eye and a keen intellect.

Honesty. The salesman should be truthful and loyal. He should not misrepresent facts in order to get business, and should deal fairly with both his employer and his customer.

Confidence. A salesman not only needs confidence in himself, but he must have confidence in his firm. He must also be able to gain the confidence of his prospective customer.

Neatness. A neat personal appearance

CO-OPERATION NOT COMPETITION is the life of TRADE

The time has come for Nurserymen to stop competing with each other and form a line of attack upon the undeveloped market in a yet practically new Nation.

Volunteers are now enlisting. For full information write any member of the Temporary Committee for raising subscriptions:

F. L. ATKINS, President
E. S. WELCH, Treasurer
JOHN WATSON, Secretary
J. EDWARD MOON
ROBERT PYLE
H. B. CHASE
P. C. STARK

plays an important part in securing an audience with the prospect. Wearing a smile does not in itself denote a good appearance. With one glance the prospect sizes the salesman up, and if he observes soiled clothes and a beard that needs mowing, the chances are about one to five that he will be turned down. We do not mean to insinuate that it is necessary to wear expensive clothing.

System. In framing a selling talk, system is necessary. A salesman must have a system in working his territory. Without system he is like a mariner without a compass.

Optimism. This effects a hopeful state of mind in a salesman, making him good natured, ready to supply a joke—or to take one—to call a bluff in a friendly manner, or show the customer the silver lining of every cloud.

Industry. The salesman who does not wait to be called in the morning; who does not fret if he doesn't get back to town before the six o'clock whistle blows, and gives all of his time to his employer, is industrious.

Perseverance. This is what keeps the salesman on the main line. The man who is persevering never takes a sidetrack. He is able to go from one appeal to another until the psychological moment is reached when the pencil does its duty.

Plowing Controls Strawberry Leaf Roller—The strawberry leaf roller takes its toll of strawberry plants every year. The increased acreage and the length of time which strawberries have been grown in different sections have contributed to the increase of this insect. Consequently, the damage which it inflicts has been increased in recent years.

Control measures depend largely upon spraying during the growing season. However, fall or winter plowing will lessen the damage to some extent and make more effective the control measures practised in summer, says T. J. Talbert of the University of Missouri College of Agriculture. Plowing the old unprofitable strawberry fields in the fall or winter will bury the strawberry leaf roller in the worm or resting stage. They are protected from freezing by dead leaves, trash, and litter of the old strawberry field.

Tennessee Horticultural Society—Percy Brown, Spring Hill, as presiding officer and Prof. G. M. Bentley, Knoxville, as secretary conducted the annual meeting in Nashville, Jan. 30-31. W. P. Stark of Neosho, Mo., made a number of interesting comments on the apple shows and horticultural meetings which he had attended this winter. W. M. Landess, county agent, Chattanooga spoke on "Orchard Demonstrations." A talk both timely and interesting was that of R. S. Walker, editor of the Southern Fruit Grower, Chattanooga, who spoke on "The Effects of the War on Horticultural Activities." J. R. Mayhew of Texas gave a stirring address on co-operation of the fruit and vegetable growers, and Col. Robt. L. Morris of Ridge Top spoke on the conservation of fruit and vegetables. Other speakers were Paul C. Stark, Louisiana, Mo., and W. F. Bohlender, Tippecanoe City, O. Thomas D. Reed, Goodlettsville, was elected president; Prof. G. M. Bentley, Knoxville, Sec'y-treas.

Liability of Express Companies—The Express companies are common carriers whose business it is to forward merchandise from point of shipment to destination. In times of stress they can protect themselves by declaring an embargo and refusing to accept business. If, however, they receive and agree to forward goods, giving a receipt for same, which are then in their care, they are responsible for their safe delivery to point of destination, and no rubber stamp statement to the contrary will relieve them of liability.

A settlement of a number of just claims being asked for recently, one of the companies offered cash to the amount of 50 cents on the dollar. When this was refused, the applicant was met with: "Why we just closed with one of your competitors who was glad to settle on the basis." The counter to this was: "As you have offered to pay me half, you acknowledge my claim, and if I am fool enough to give you the other half, of course you will take it. I want my whole claim, however, and will at once take means to enforce the payment."—American Florist

Nurserymen Urge Fruit Production—The Southwestern Nurserymen's Association has adopted this report: "Your committee to whom was referred the question of increasing the production of fruit, as a means of helping to win the war, would urgently recommend the immediate and thorough fertilization, cultivation, pruning and spraying of all fruit bearing trees and plants; and also the extensive planting of fruit trees, fruit seeds and seedlings found about fine fruit trees, grapevines and cuttings, berry vines and root cuttings.

"All available fruit bearing plants and seeds should be planted in profusion at every home everywhere. Fruit bearing plants are at once the most essential, most desirable and most profitable of all plant life, and should be a part of every home.

"All patriotic nurserymen and fruit growers are willing to share free, or at a small cost, their surplus stock of plants, seeds, cuttings and scions, with their neighbors, especially during these most fateful years of danger to civilization.

"The war is sure to continue, either in fact or in effect, during a long series of years, and food is sure to be one of the deciding factors in fixing time and terms of peace."

Extensive Trial Gardens—The Morse Seed Company, which recently purchased 60 acres of land near San Carlos, Cal., will make a number of improvements on the property. The company plans to make these trial gardens one of the show places on the peninsula, and the slope of the acreage will give ample scope for landscape gardening. It is planned to construct the building in the Mission style of architecture.


When writing to advertisers just mention American Nurseryman.

LINING OUT BARGAINS

	1,000 lots.	5,000 lots.
Barberry Thunbergii, 4 to 6 inches.....	\$ 6.00	\$ 5.00
Barberry Thunbergii, 6 to 12 inches.....	10.00	8.00
Forsythia assorted, 10 to 15 inches.....	10.00	8.00
Forsythia assorted, 12 to 18 inches.....	12.50	10.00
Honeysuckle assorted, 4 to 6 inches.....	7.00	6.00
Honeysuckle assorted, 6 to 12 inches.....	10.00	
Honeysuckle assorted, 2 yr. transplanted.....	15.00	
Privet Ibota, 4 to 6 inches.....	5.00	4.00
Privet Ibota, 6 to 12 inches.....	10.00	8.00
Snowberry White, 10 to 15 inches.....	12.50	10.00
Snowberry White, 12 to 18 inches.....	15.00	
Spirea Van Houtteii, 10 to 15 inches.....	15.00	
Spirea Van Houtteii, 12 to 18 inches, heavy...	20.00	

Spring Trade list with full list of lining out stock now ready.

ONARGA NURSERY COMPANY
Cultra Bros., Managers. ONARGA, ILL.



GARDEN LITERATURE FREE!
CATALOGUE OF BOSKOP NURSERY STOCK
a HANDBOOK for NURSEYMEN and FLORISTS.
THE PAEONIA.
HOW TO FORCE LILACS. Illustrated.
HOW TO FORCE RHODODENDRONS.
F. & D. NURSERY-CODE.

THEY ARE PREPARED FOR YOUR USE. GET A COPY.
A POSTCARD WILL BRING THEM.

FELIX & DYKHUIS
HIGH GRADE BOSKOP-
NURSERY STOCK BOSKOP-HOLLAND.

MAHALEB STOCKS

We are the most extensive growers of Mahaleb Stocks in the United States. Our Stocks are all grown from Imported Seed, and go out properly graded, packed, and in excellent condition.

A limited supply in the 2-4mm and 4-6mm grades yet unsold

Sample and prices on request

COOPER & ROGERS

WINFIELD, KANSAS

Say you saw it in AMERICAN NURSERYMAN.

Pennant Brand Peonies

Book your order now for spring and be assured of your supply. The demand is increasing. Prepare to get your share of the profits.

SARCOXIE NURSERIES
PEONY FIELDS

WILD BROS. NURSERY CO.
SARCOXIE, MO.

The Art of
Landscape Architecture

By SAMUEL PARSONS

Fellow of the American Society of Landscape Architects; author of "Landscape Gardening," etc.

An octavo volume of 347 pages with 57 illustrations, setting forth the underlying principles of landscape gardening. The chapters consider lawns, plantations, roads, paths, grading, rocks, water, islands, location of buildings, laying out of grounds, scope and extent of estates, maintenance, gardens and parks.

Price \$3.65

American Fruits Publishing Co.
Rochester, N. Y.



3's For Nursery Planting

Field-Grown Own-Root Roses

Choice assortment mostly H. T's.

Let us book now. Send want list for prices.

Also get our prices on 1's and 2's for immediate express shipments

HOWARD ROSE CO. HEMET, CALIFORNIA

AMERICAN NURSERY TRADE DIRECTORY

New Edition Now Ready

Advertising Rate: \$2.00 per inch

AMERICAN FRUITS PUBG. COMPANY
ROCHESTER, N. Y.

Say you saw it in AMERICAN NURSERYMAN

Coniferous Evergreens

In 60 Varieties.

Broad leaved Evergreen Trees and Shrubs in 40 varieties. Plants for forcing purpose, as Jap Azaleas, Deutzia Gracilis, Double Flowering Peaches and Apples. Hydrangea P. G. and Otaksa, Clematis, Wisteria, Bignonias, English Ivy, Euonymus Radicans, Etc.

AUDUBON NURSERY

P. O. Box No. 731

WILMINGTON, N. C.

No matter what periodical you are taking, AMERICAN NURSERYMAN should be regularly on your desk. A business aid. Bristling with exclusive trade news. Absolutely independent. NOT OWNED BY NURSERYMEN.

BERCKMAN'S

Dwarf Golden Arbor-Vitae

(Biota Aurea Nana)

Camellias, home-grown
Azalea Indica, home grown
Teas' Weeping Mulberry, extra heavy
Lilacs, best named sorts
Grafted Wistarias, 2 to 4 years old
Biota Aurea Conspicua, all sizes
Biota Japonica Filiformis, 1 to 4 ft., fine
Magnolia Grandiflora. Magnolia Fuscata.
Magnolia Purpurea. Exochorda Grandiflora
Deutzia. Philadelphus

We have a large stock of fruit trees, ornamental trees and shrubs

All orders receive prompt and careful attention

P. J. BERCKMANS CO., Inc.
Fruitland Nurseries

EVERGREENS

ARBOR VITAE

JUNIPER

RETINOSPORA

PINES

SPRUCE

TAXUS

KALMIAS

RHODODENDRONS

Choice lot frequently transplanted

W. B. COLE

Painesville, Ohio

Large stock CLEMATIS PANICULATA,

2-year and 3-year

Also SHRUBS and HERBACEOUS PLANTS

for Fall 1917

T. R. NORMAN

PAINESVILLE, O.

100% PROFIT
SALES INCREASED

A Book that will sell on sight and give your agents more ginger

"HOW TO GROW ROSES"

By Robert Pyle

A new book of 120 pages, 5x8 inches, of which 16 illustrate leading Roses in natural colors. All the necessary instructions.

One Western Nurseryman writes:

"'HOW TO GROW ROSES' is the nicest book of the kind we have ever seen and will use them for samples to sell from, as well as in the nature of a Salesmen's Plate Book."

Reliable Nurserymen will please write for Sample and Terms

THE CONARD & JONES COMPANY
WEST GROVE, PA.

We are subscribers to the Nurserymen's Market Development Fund.

LABELS FOR NURSERYMEN
THE BENJAMIN CHASE CO.,
DERRY, N. H.

Executive Committee Meeting, American Association

The Executive Committee of the American Association of Nurserymen met in Kansas City January 23-24, 1918, to consider various matters of interest to the Association. Those present were, Vice-President J. R. Mayhew; Committeemen J. Edward Moon, C. C. Mayhew, T. B. West, E. S. Welch, and Secretary Curtis Nye Smith.

The Vice-President stated that the principal thing to be considered was the serious question of transportation. The association counsel Curtis Nye Smith, gave a synopsis of what had been done to secure the release from embargoes of nursery stock, and he submitted a suggestion which might facilitate the work, namely; that a questionnaire be sent to members to obtain data as to the time of shipment of nursery stock, tonnage, and the direction in which the shipments would move, also the territories in, or into which the stock would move. Mr. Smith also suggested that it might be of great help to the Association and to the trade if a War Service Committee was appointed, which could represent the Association in any of these war emergencies.

The Committee requested Mr. Smith to carry on the work of securing exemptions from embargo and appointed a War Service Committee consisting of Orlando Harrison, Berlin, Md., chairman; John H. Dayton, Painesville, O., and William P. Stark, Neosho, Mo. The Secretary was also directed to send the questionnaire to certain representative nurserymen.

The question of a traffic agent to take care of the many difficulties that might arise in the forthcoming shipping season was discussed, but it was found impossible to provide the necessary funds for such expense.

A budget covering the expenses of the Association was considered and adopted.

The scheme of the Nurserymen's Organization for Market Development by means of voluntary subscriptions was explained to the committee and, while the committee did not feel it appropriate at the present time to take any action, it expressed approval of the efforts being made by such organization.

The committee on Hail Insurance submitted a report as to the offer of the American Mutual Cyclone and Hail Insurance Company of Muncie, Ind., in the matter of protection from hail. It was voted to accept the report of the Hail Committee not to accept the offer.

In the matter of the appointment of a chairman of the Legislative Committee, William Pitkin having resigned such position, inasmuch as Mr. Pitkin was willing to act as Vice-Chairman and in charge of the opposition to the exclusion of foreign grown nursery stocks, and as counsel had consented to take care of the other work, it was decided not to appoint a chairman until after the next annual convention of the Association.

The discussion of the plan of publication of a directory of those entitled to receive wholesale prices was considered and action deferred. Several other matters were also discussed at the meeting.

LEVAVASSEUR & FILS
Usay and Orleans, France
HEADQUARTERS FOR
FRUIT & ORNAMENTAL STOCKS
Sole American Agents:
AUGUST ROLKER & SONS
1 Barclay Street, NEW YORK or P. O. Box 732

New Jersey Nurserymen Meet

On January 25th the New Jersey Nurserymen's Association held the annual winter convention in the Chamber of Commerce in Trenton, with Carl H. Flemer, F. & F. Nurseries, Springfield, President, and M. F. Meisky, Elizabeth Nursery Co., Secretary. Dr. Headlee of the State Agricultural Experiment Station, New Brunswick, discussed the Senate Bill to exclude nursery stock from importation, which was referred to the National Association. A proposition was considered for co-operative market development to which subscriptions were made as follows: Bobbink & Atkins, \$250; F. & F. Nurseries, \$250; Julius Roehrs Co., \$100; Princeton Nurseries, \$250; J. T. Lovett, \$100; Charles Momm's Sons, \$10; McColligan Nurseries, \$10; each for five years. A rising vote was taken by way of expression of appreciation and recognition of the valuable and efficient work of Secretary Smith of the American Association in the matter of transportation. The officers were re-elected for 1918.

Tennessee Nurserymen

The officers elected are: President, George W. Poague; vice presidents, East Tennessee, A. M. Hill, Luttrell; Middle Tennessee, Harry Nicholson, Winchester; West Tennessee, Robert Fisher, Humboldt; secretary-treasurer, G. M. Bentley, Knoxville. The secretary will appoint three assistants from the different sections of the state.

"Better methods for Standardization" was the subject of an interesting discussion by E. W. Chattin of Winchester, who urged the necessity of honesty in labeling and in advertising. A discussion on "Standardization of Nursery Catalogues," was led by H. B. Chase of Chase, Ala. Prof. Floyd Brilliard of Madison, gave an instructive talk on "The Importance of Growing Fruit Adapted to Our Locality."

A very helpful symposium on "Varieties that Nurserymen Should Grow in the South" was led by Harvey M. Templeton of Winchester, and the varieties were discussed as follows: Apple, R. C. Chase, Chase, Ala.; peach, J. C. Hale, Winchester, and W. H. Davis, Smithville; plum and cherry, A. J. Byrn, Dickson, and A. A. Newsom, Knoxville; pear, A. A. Newsom and W. H. Davis; grape, John Mir Hendersonville; raspberry, blackberry, dewberry, G. W. Poague; strawberry, James Donoho, Portland; ornamentals and shade, E. G. Hill, Richmond, Ind.; F. C. Boyd, McMinnville.

The publicity committee, composed of Harvey M. Templeton, J. E. Brown, R. S. Walker, A. J. Byrn, E. W. Chattin, H. N.

Nicholson and G. W. Poague, presented a resolution, endorsing that adopted by the State Horticultural Society on Jan. 30, and recommending the appointment of a committee of fifteen members, headed by the president, to appear before the next assembly and urge an appropriation of \$5,000 annually for the purpose of bettering conditions in Tennessee, which is losing several million dollars annually through imperfect methods in apple growing and shipping.

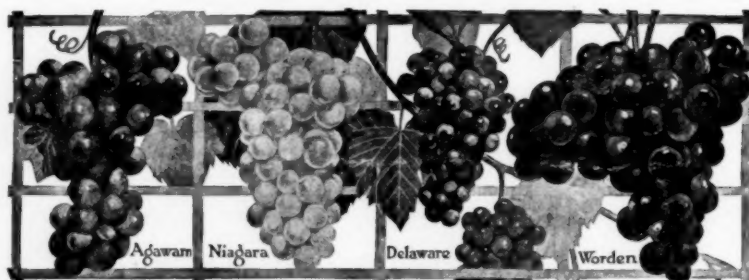
New England Nurserymen

The seventh annual convention of the New England Nurserymen's Association was held at the Hotel Bellevue, Boston, Mass., January 29-30. "Fertilizers for the Nursery" was discussed by Dr. H. J. Wheeler, Boston, Mass. V. A. Vanicek, Newport, R. I., in his paper on "Home Propagation" demonstrated that it is possible, but not advantageous, to propagate some kinds of nursery stock in this country. "Trade Development and Sales Extension," bearing on publicity, was introduced by Herbert Kelsey, and after a spirited discussion it was unanimously recommended that the nurserymen's national publicity campaign should be financed, each nurseryman being asked to contribute a minimum sum of not less than one-half of one per cent of his gross annual business. The total business of the members of the association is estimated at about \$1,500,000 per annum, while the total business of the trade in the United States is about \$20,000,000. "The Labor Problem in Nurseries" was presented by a representative of the J. I. Case Plow Works, Racine, Wis. The experience meeting, led by Professor W. C. Okane, Durham, N. C., was an interesting feature. The address of Curtis Nye Smith, Boston, Mass., on "An Embargo on Nursery Stock," brought out pertinent points, while the last number on the program, "Insect Pests," resulted in a discussion by the entomologists present.

A report was made by the 30 members present of their gross amount of business contracted during the past year, and the report showed that they had done more than \$1,000,000 worth.

These officers were elected: President, A. E. Robinson, Lexington, Mass.; vice-president, C. R. Burr, Manchester, Conn.; secretary, R. M. Wyman, Framingham, Mass.; treasurer, V. A. Vanicek, Newport, R. I. Executive committee, A. P. Horne, Manchester, N. H.; Paul M. Hubbard, Bristol, Conn.; F. S. Baker, Cheshire, Conn.

When writing to advertisers just mention American Nurseryman.



GRAPE VINES, Gooseberry and Currant Plants. Best varieties and finest grade stock. Guaranteed true. Prepared to meet the demands of large and small growers. SEND US YOUR WANTS FOR PRICES
T. S. HUBBARD CO., FREDONIA, N. Y.

American Nurseryman Monthly Guide For Purchasers

Rate for Announcements in this Department: 25 cents per line; minimum charge \$1.00 per issue.

GENERAL NURSERY STOCK

ALABAMA

HUNTSVILLE WHOLESALE NURSERIES, HUNTSVILLE—Apples, pears, plums, peaches, cherries, roses, pecans and magnolia grandiflora. Send for price list.

CALIFORNIA

HOWARD ROSE COMPANY, HEMET—Full line of high grade roses.

INDIANA

C. M. HOBBS & SONS, BRIDGEPORT, IND.—General line of fruit and ornamental nursery stock. Can furnish ornamental trees in almost any size wanted.

ILLINOIS

ONARGA NURSERY COMPANY, ONARGA—Lining out stock, Barberry, Forsythia, Philadelphus, etc.; Ithaca Privet.

D. HILL NURSERY COMPANY, DUNDEE—Evergreen specialists. Full line of all varieties.

L. F. DITTELMANN, BELLEVILLE—Fruit and Shade Trees, Evergreens, Shrubs, Hedge Plants, Peony roots, Gladiolus bulbs, both home-grown and imported. Simplex tree haler, \$20.

IOWA

SHENANDOAH NURSERIES, SHENANDOAH—General line of high grade nursery stock.

MOUNT ARBOR NURSERIES, SHENANDOAH—Complete line of high quality nursery stock for the wholesale trade. Apple seedlings. Grafts.

KANSAS

E. P. BERNARDIN, PARSONS—General line of fruit and ornamental Nursery Stock.

KENTUCKY

WILLADEAN NURSERIES, SPARTA—Lowest prices on ornamental trees, shrubs and tree seedlings. Catalpa Speciosa or Black Locust Seedlings in any quantity.

H. F. HILLENMEYER & SONS, LEXINGTON—Ornamental Trees and Shrubs; Fruits Stock.

MASSACHUSETTS

BAY STATE NURSERIES, NORTH ABINGTON—Assortment of Trees, Shrubs, Vines, Roses, Herbaceous Perennials, etc.

MICHIGAN

I. E. ILGENFRITZ'S SON CO., MONROE—Growers and dealers. Standard fruit trees, dwarf fruit trees, small fruits, ornamentals, shade trees. Employ agents, issue catalogues.

MISSOURI

WILD BROTHERS NURSERY CO., SARCOXIE—Pennant brand Peonies and other Ornamental Stock.

NEW YORK

JACKSON & PERKINS COMPANY, NEWARK—Ornamentals, roses, clematis, tree hydrangeas, perennials, etc. Agents for foreign houses selling French fruit tree seedlings. Belgian Azaleas, exotic plants, etc. WHOLESALE ONLY.

W. & T. SMITH CO., GENEVA—Highest grade stock of Fruit and Ornamental trees, Shrubs, Roses, Evergreens, Vines, etc. Catalogs. LOWEST PRICES CONSISTENT WITH QUALITY.

JOHN WATSON, NEWARK—Ornamentals; Apple Seed; Kansas Apple Seedlings; Fruit Tree Seedlings, Manetti Rose Stocks from prominent French grower.

NEW JERSEY

PRINCETON NURSERIES, PRINCETON, N. J.—High Grade ornamental nursery stock. European importations.

J. T. LOVETT, LITTLE SILVER, N. J.—Largest and best stock of California Privet in the world. Berberis Thunbergii and Polish Privet in large supply. Introducer of California Privet as a hedge plant.

OHIO

STORRS & HARRISON CO., PAINEVILLE—Growers of everything that makes a complete nursery. Issue catalogues and price lists. Wholesale and retail. Specialists in whatever we propagate.

FARMERS NURSERY COMPANY, TROY—Evergreens and a general line of Ornamentals and Fruit Trees.

W. B. COLE, PAINEVILLE—Evergreens a Specialty. A choice lot frequently transplanted.

OREGON

PORTLAND WHOLESALE NURSERY CO., PORTLAND—General line of Fruit and Ornamental Nursery Stock; Nursery Supplies.

TENNESSEE

FOREST NURSERY COMPANY, McMINN-VILLE, TENN.—Forest Seedlings & Shrubs, Box Elder, Catalpa, Locust, Poplar and Walnuts. Althaus, Barberry, Privets, Deutzias, Weigelas, Wisteria, etc.

SELL MORE GOODS

Harness that force, cultivate that faculty of persuasion which lies dormant in all men, and train your magnetic qualities for use in your daily work. Read "How to Develop Power and Personality in Speaking," Grenville Kleiser's new book, and learn to close your deals on the spot by making your talk count. Thus you will gain access to a prolific field of new business, and will take larger and fuller orders from your established trade.

Price \$1.25 net; by mail, \$1.40.

AMERICAN FRUITS PUBLISHING CO.

39 State St., Rochester, N. Y.

\$5 Nursery Directory for \$1

Only exclusive Nursery Directory published. Every State; Canada and Foreign. Based on official sources. Revised to date. Lies flat, facilitating the copying of addresses. Other improvements.

NEW EDITION READY NOW

Sent postpaid for \$1.00 by

American Fruits Pub'g. Co., Rochester, N. Y.

AMERICAN NURSERYMAN

THE NATIONAL JOURNAL OF Commercial Horticulture

VIRGINIA

W. T. HOOD, RICHMOND—California privet. General line of high grade nursery stock.

SEEDLINGS, ETC.

KANSAS

J. H. SKINNER & CO., TOPEKA—Fruit and ornamental trees and shrubs. Apple and pear seedlings. Forest tree seedlings.

CHERRIES, ETC.

INDIANA

W. C. REED, VINCENNES—Cherry trees, one and two year. General line of other stock.

H. M. SIMPSON & SONS, VINCENNES—Cherry trees a specialty; one and two years old.

SMALL FRUITS

MARYLAND

CHARLES M. PETERS, SALISBURY—Grape Vines of highest grade; in great variety.

NEW YORK

T. S. HUBBARD CO., FREDONIA—Longest Established growers Grape Vines. Largest stock in United States. Also Currants, Gooseberries, Blackberries.

OHIO

WICK HATHAWAY, MADISON, O.—Raspberry, Strawberry, Currant and Gooseberry Plants. Grapevines. Small Fruits a Specialty.

W. N. SCARFF, NEW CARLISLE—Everything in small fruit plants. Ask for price list. Large stock and great variety.

SUPPLIES

BENJAMIN CHASE CO., DERRY, N. H.—All kinds of labels for nurserymen's use. Samples and prices submitted upon application.

DAYTON FRUIT TREE LABEL CO., DAYTON, O.—Labels of all kinds for nurserymen's use. Samples and prices upon application.

FOREIGN NURSERY STOCK

ENGLAND

S. SPOONER & SONS, HOUNSLOW—Fruit Trees; Roses; Manetti Stocks. In heavy quantities.

FRANCE

BARBIER & CO., ORLEANS—Fruit tree stocks and ornamental stocks. Wholesale trade list free.

E. TURBAT & COMPANY, ORLEANS—General line of French nursery stock.

HOLLAND

FELIX & DYKHUIS, BOSKOOP—High grade Boskoop Nursery stock of any description. Illustrated catalogue free.

NOTICE

To all American Nurserymen and Seedmen desiring to keep in touch with commercial horticulture in England and the continent of Europe. Your best means of doing this is to take in the

HORTICULTURAL ADVERTISER

Our circulation covers the whole trade in Great Britain and the cream of the European firms. Impartial reports of all novelties, etc. Paper free on receipt of \$1.00, covering cost of postage yearly. As the H. A. is a purely trade medium, applicants should, with the subscription, send a copy of their catalogue or other evidence that they belong to the nursery or seed trade.

Established 1883

A & C. PEARSON, Lowdham, Nottingham, Eng.

W. T. HOOD & CO.

OLD DOMINION NURSERIES

RICHMOND, VA.

WE OFFER FOR SPRING 1918

A complete line of Nursery Stock. Special prices on Peach trees, Apple trees etc. We also offer a nice line of Norway Maples, Pin Oaks, Oriental Planes etc. California and Amoor River Privet, 1 and 2 yr. Norway Spruce, Peach Seed, Tenn. and N. C. Naturals. Also Peach Seedlings size of lead pencil.

Send us your list for quotations

The Monroe Nursery

Established 1847

Offers a fine stock of

**Peach Currants Gooseberries
Berberis
Spirea Van Houtte**

Other Ornamental Shrubs. H. P. Roses, Etc.

Will be pleased to quote on your list of wants

**I. E. ILGENFRITZ' SONS CO.
MONROE, MICH.**

We are subscribers to the Nurserymen's Market Development Fund.

NO MATTER WHAT

Periodicals you are taking you cannot afford to be without "American Nurseryman" declared by leading Nurserymen throughout the country to be beyond question the most able and valuable Nursery Trade Journal published.

Twelve and one-half cents a month by the year. Twenty-four issues a year.

A recent subscriber to our Credit and Information List says:

"Think it the best money we have ever spent."

For full particulars write

**NATIONAL FLORISTS' BOARD OF TRADE
56 Pine St., New York City**

THE AMERICAN Nursery Trade Bulletin

Volume IV. No. 4

WAR TIME EDITION

FEBRUARY 15, 1918

Nurserymen generally have cut down their planting from year to year since the war started.

The Fraser Nurseries now operate two flower stores in Birmingham, Ala., the Empire Flower Shop and the Tutwiler Flower Shop.

More than \$1,000,000 was distributed among members of the California Peach growers, Inc., on February 1st. This was the second payment of \$40 per ton on peaches of the 1917 crop.

The probability is that an attempt will be made to secure an entering wedge this year in the matter of prohibiting importations of nursery stock, if opposition by nurserymen is strong, and that the complete shut-out will be planted for a year or two later.

J. J. McMannon, Lowell, Mass.; C. R. Pier-son, Cromwell, Conn.; and Daniel A. Clarke, Fiskeville, R. I., constitute the committee on legislation of the New England nurserymen's organization.

The Fruit Growers' Association of Chester and Delaware counties, Pa., has elected as president Samuel L. Brinton, West Goshen.

Membership committee of the New England Nurserymen's Association: E. W. Breed, Clinton, Mass.; Stephen Hoyt, New London, Conn.; Charles W. Morey, Woonsocket, R. I.

Patriotic speeches marked the banquet of the New England Nurserymen's Association at the annual meeting in Boston. The toasts were: The president of the United States," responded to by Edward W. Breed, Clinton, Mass.; "Our Army," Edward J. Canning, Northampton, Mass.; "The United States," W. H. Wyman, North Abington, Mass.; "Our Allies," Robert Cameron, Boston, Mass.; "Our Flag," A. E. Robinson, T. C. Thurlow and others.

Geneva, N. Y. nurserymen to a man are opposed to the bill which has been introduced in the present session of Congress, designed to bar nursery stock, nursery seedlings and other foreign-grown plants from being imported into the United States. As foreign seedlings and many bulbs are absolutely essential to the American nursery business, the nurserymen consider that the bill has a vital effect upon their business.

The average results of five years' spraying tests at the agricultural station, Ames, Ia., show: Sprayed trees, average annual production 5.75 bushels apples. Unsprayed trees, average annual production 2.94 bushels apples. Seventy-eight per cent of the fruit from sprayed trees was free of insect and disease injury. Thirteen per cent of the fruit from unsprayed trees was free of insect and disease injury. Eleven per cent of the fruit from sprayed trees was wormy. Forty-eight per cent of the fruit from unsprayed trees was wormy.

J. H. Hughes, horticulturist of the Missouri Pacific Railroad company, after a tour of the orchard districts of Arkansas, says that peach buds have been almost totally destroyed by cold weather. Special effort will be made to prevent abandonment of peach orchards by discouraged growers. It is said that the peach crop of Arkansas under favorable conditions is worth \$1,000,000 a year. It was realized that many owners of orchards cannot afford to have these tracts lying idle and unproductive. Hence it was agreed to urge the farmers to plant their orchards to various crops after first having well fertilized the land.

W. G. Farnsworth, Waterville, O., has been elected president of the Ohio Horticultural Society.

James M. Hutchinson, New York City, importer of horticultural stock, is in California.

William Fromow, third partner of W. Fromow & Sons, well-known nurserymen and seedsmen, of Chiswick, Hounslow and Windlesham, England, died Dec. 30, 1917, aged 65 years. The business was established by his grandfather in 1829.

A serious loss was occasioned by the fire which destroyed the supposedly fire-proof brick and stone storage house of F. H. Stannard, Ottawa, Kan. Practically his entire stock was burned.

William E. Harris, landscape architect, has been appointed superintendent of parks of Buffalo, N. Y.

C. J. Sinsel, Boise, is president and J. L. Truax, Meridian, is secretary of the Idaho Horticultural Society.

Prof. W. G. Brierley, of the division of horticulture, University of Minnesota, says his institution finds the reports of the Northern Nut Growers' Association highly desirable.

The normal number of cherry stocks imported from France per year is 15,000,000. In 1916 the amount was 9,000,000. Last spring it was 6,000,000 and this spring the amount will probably be even less. Similar conditions affect imported apple stocks.

At the annual meeting of the Southern Minnesota Horticultural Society Ralph Wedge and Clarence Wedge, Albert Lea, read papers on landscape gardening, as also did Martin Fridholm, Albert Lea. Commercial Orchards and Everbearing Strawberries were discussed.

Missouri nurserymen have organized a state association to give the members some official standing before the state legislature. The association will meet at the time and place of the State Horticultural Society each year.

Charles F. Gardner, Osage, Iowa, addressed the Southern Minnesota Horticultural Society on "War Effects on Horticulture," pointing out that a great deal of the time formerly given to this work is now being demanded in other lines. This should make those still in the field unusually busy.

Among those at the annual meeting of the nurserymen of the New England states besides those elsewhere mentioned in this issue were: Benjamin Chase, Derry, N. H.; James Brandley, Walpole, Mass.; C. W. Atwater, Agawam, Mass.; Charles H. Groaton, Providence, R. I.; Julius Heurlin, South Braintree, Mass.; W. W. Hunt, Hartford, Conn.; Howard Frost, Newton, Mass.

Pennsylvania Nurserymen's Association on January 23rd at Harrisburg discussed measures to protect nursery stock from imported pests and to increase production. These officers were elected: President, Adolf Muller, Norristown; vice president, J. H. Humphrey, Chestnut Hill; secretary, Henry Moon, Morrisville, and treasurer, Thomas Rakestraw, Kennett Square.

The W. Atlee Burpee Co., Philadelphia, Pa., was incorporated November 30, 1917, under the laws of the state of Pennsylvania, with a capital of \$1,000,000. The new company took over the entire business, including all real estate belonging to the business founded by the late W. Atlee Burpee. The officers of the company are: David Burpee, secretary-treasurer; H. M. Earl, production manager; W. F. Therkildson, advertising manager.

Emerson Carey, Fuel Administrator of Kansas, is urging Kansas to plant trees in order to produce a supply of wood for fuel in the future. He points out that the fuel supply from the coal fields will not last forever, and that it is now falling far short of demand. The State Horticultural Society is backing up Mr. Carey in the movement and Secretary O. F. Whitney, of this society, is issuing literature and letters urging the farmers especially to plant trees from which they may obtain a supply of wood for fuel. Mr. Whitney is suggesting the planting of cottonwood and maple trees, but also urges also that other hardwood trees be planted.

42nd Annual Convention AMERICAN ASSOCIATION OF NURSERYMEN

At Chicago, Ill., June 26-28, 1918

Headquarters: - The Hotel Sherman

Rates: Single, \$2.00; Double, \$3.00

Affording opportunity for all in the Nursery Trade to meet in conference at a central point and plan for

TRADE DEVELOPMENT

Highly important propositions will be presented. Any reputable Nurseryman may join and have voice in the proceedings. Annual dues, \$10 upward. Apply to the Secretary.

President, Major Lloyd C. Stark; Vice-President, J. R. Mayhew, Waxahatchie, Tex.; Secretary, Curtis Nye Smith, 19 Congress St., Boston, Mass.; Treasurer, J. W. Hill, Des Moines, Iowa.

Western and central nurserymen who depend upon salesmen have been adversely affected by continued blizzard weather in much of their sales territory. Most of them had sold up to January 15th only about 60 per cent as much as a year ago. Some large concerns had sold only about 40 per cent.

The Michigan Horticultural Society held its mid-winter meeting in South Haven, Feb. 5-6. Prof. L. R. Taft discussed "Michigan Orchard Laws and Their Enforcement." Other subjects on the program were: "Orchard Fertilization," "Control of Orchard Aphids," "Apples for Michigan," "Pears for Michigan," "The Labor Situation for 1918."

The cost of labor is much higher in the East than in the West. A prominent nursery concern in Ohio, for instance, is paying \$2.75 to \$3.25 for the poorest grade of unskilled labor; and that is the minimum rate for a boy of 18 or older of American or foreign birth. A considerable amount of Italian labor has been used in the past. A Nebraska nursery paid \$3 during the fall for labor, but had a very good class of men.

American Nurseryman ADVERTISING FORMS CLOSE

For 1st of Month Issue - - On the 27th
For 15th of Month Issue - - On the 12th

See you saw it in AMERICAN NURSERYMAN.